



IMPACT REPORT

SEASON / 2020





A WORD FROM OUR BEER PIONEER.

Sustainability is one of our five values that collectively provide a compass to guide our business. We care about our planet and want to protect it through sustainable business practices. We care about people and want to build sustainable, long-lasting relationships with our customers, suppliers, community and team through respect, integrity and trust. We care about our product and want to brew our beer only using sustainably sourced ingredients and packaging. I'm proud of the progress we've made in the last year and this Impact Report is designed to provide transparency about our present, and accountability for our future.

Jesse Wilson
Co-Founder

1



WHY WE EXIST.

OUR VISION

JUBEL was born in an Après bar and we exist to bring Après to the everyday. We're for drinking to the before and making a moment of the after. Après Ski, Sea, Sport, Adventure, Work.

As a startup we have the chance to start from scratch and do things differently. Cracking open a beer after shredding the slopes, a surf session, or scaling the summit is the Après experience. From our Alpine beginnings to our Cornish roots, the great outdoors has been our place to earn beer and enjoy it after. It's a thing of beauty and we want to keep it that way.



OUR MISSION

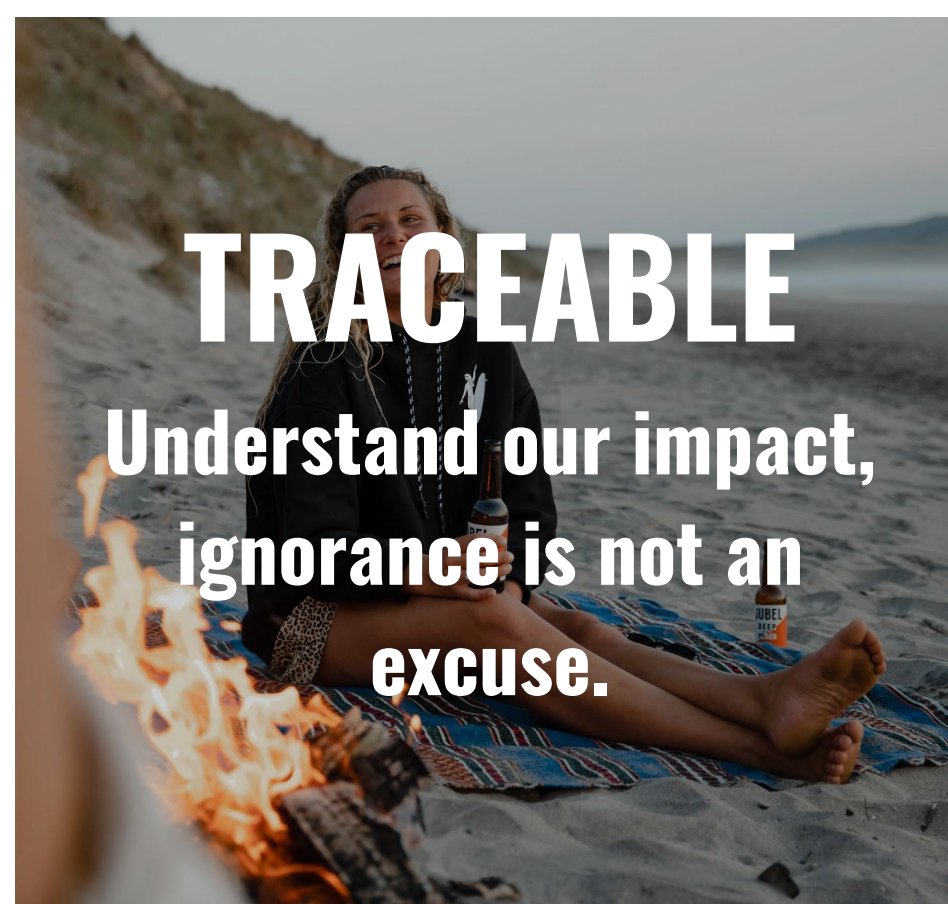
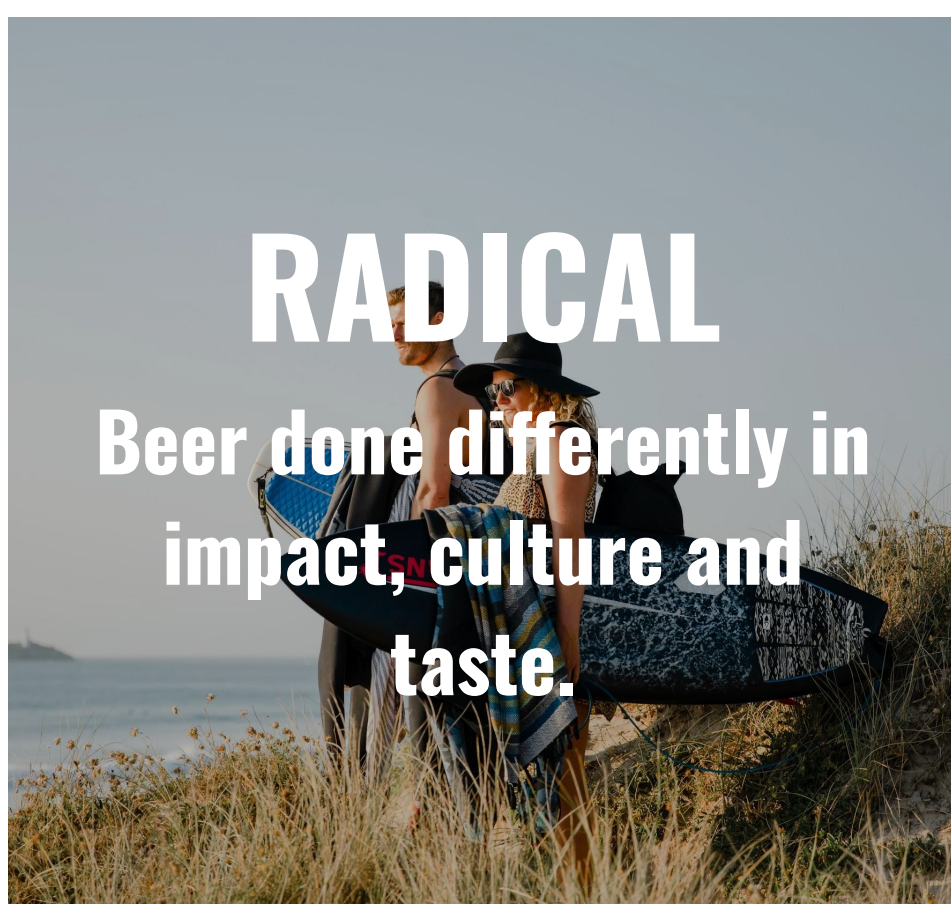
We have a thirst for adventure that led us to an off-piste discovery. Conforming is boring so we're steering off the well worn path to pioneer a new one. We've gone beyond beer borders into uncharted territory to cut through the conventions of craft.

We seek to protect the off-piste, leaving no tracks or trace for those coming after us. We're JUBEL, and we're Fuelling Off-Piste Living.

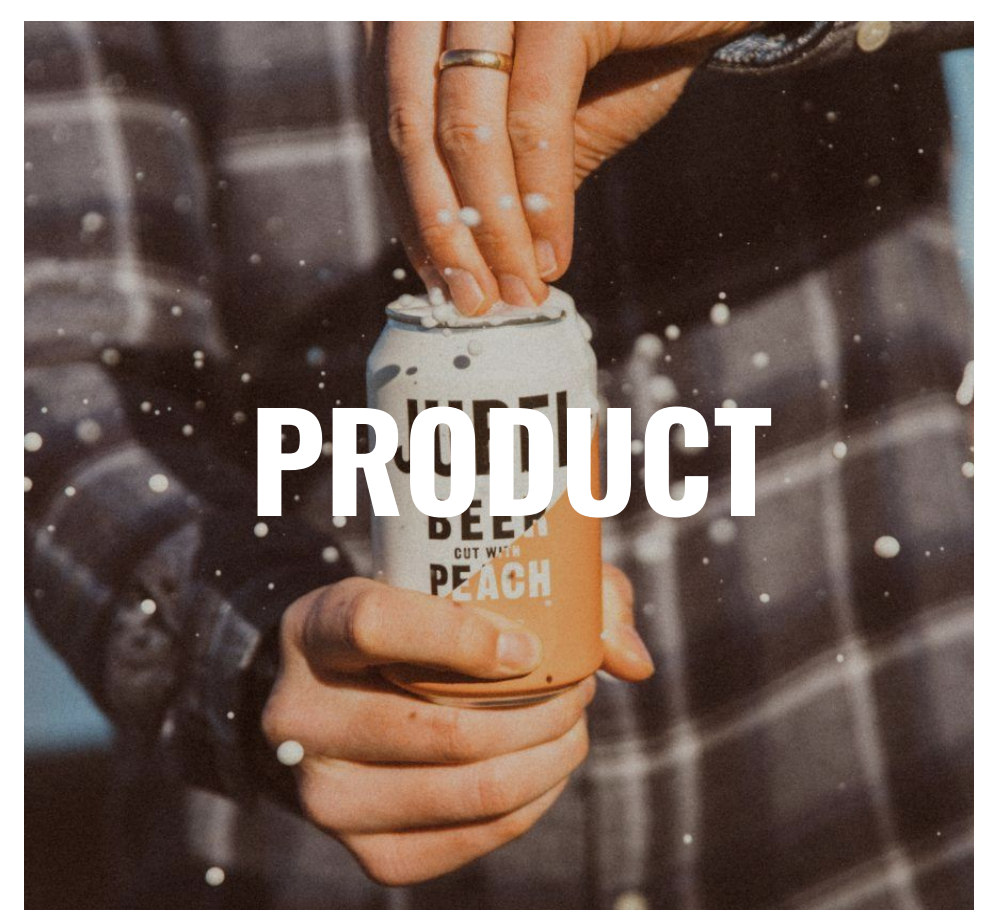
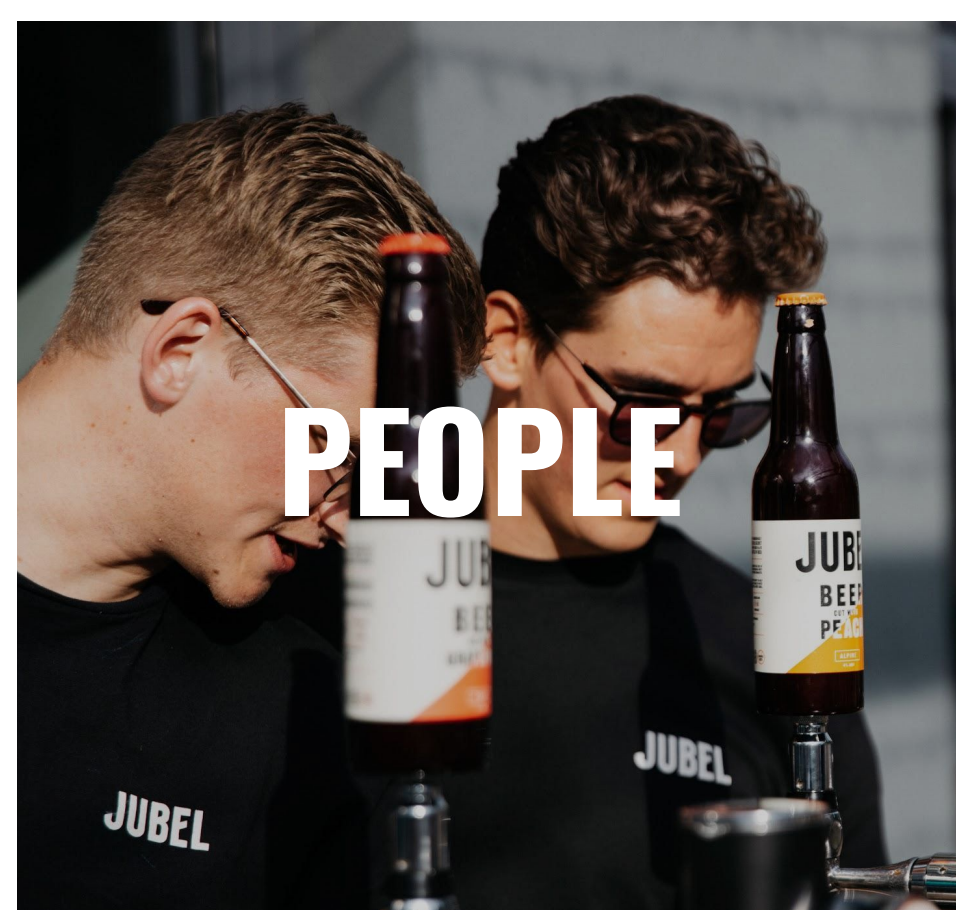


HOW WE'RE DOING IT.

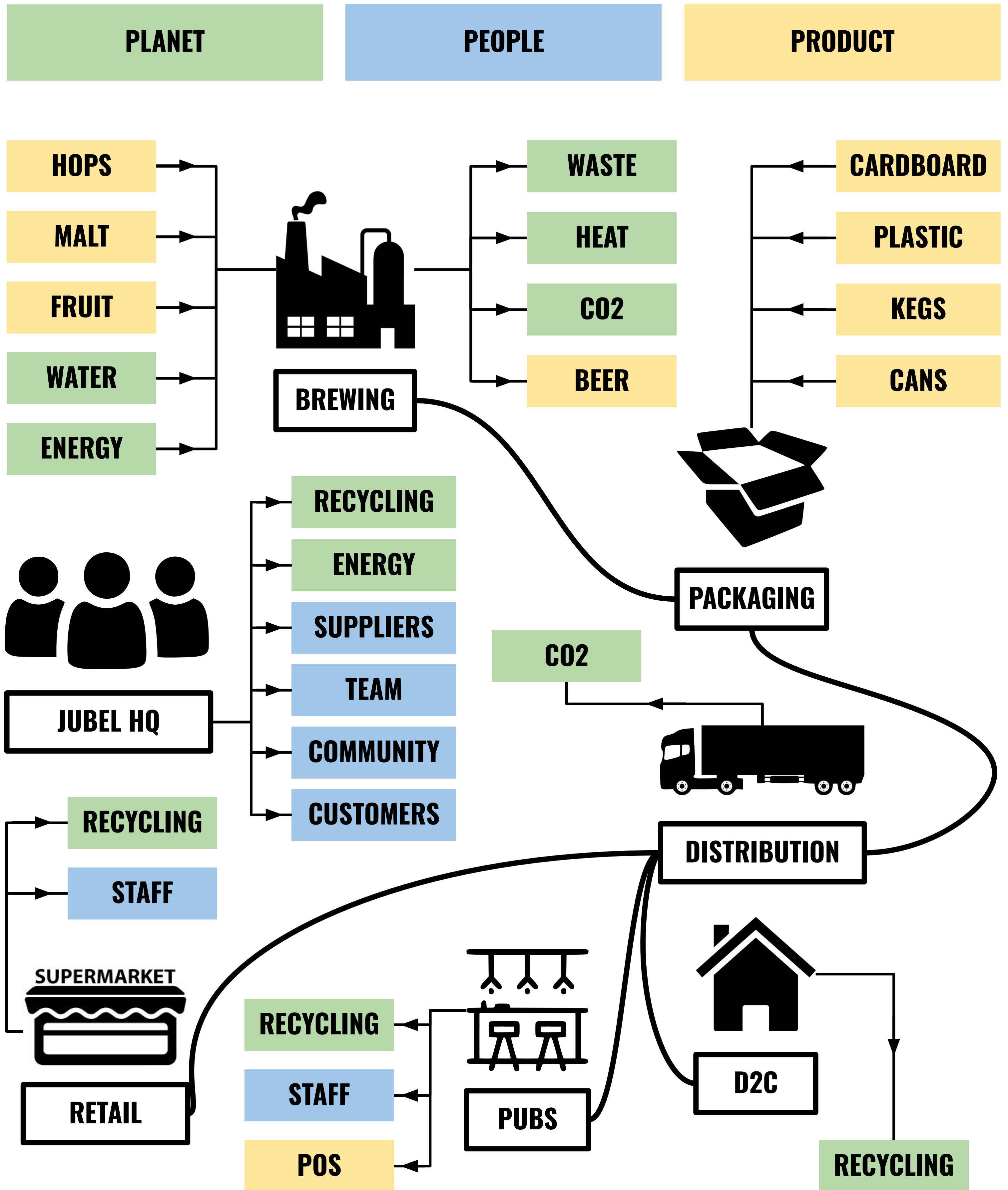
Beer done differently flows as a mindset from impact to culture to taste. It shapes how we think about our planet, our people, and our product. We want to get this right from the beginning and not have to look back in the future and reconcile the damage we have done in the past. Our approach focuses on being:



This approach shapes how we can have a sustainable impact on our planet, our people, and our product. These are the three areas that our Impact Report focuses on, and they are guided by the UN Sustainable Development Goals (SDGs).



WHAT SUSTAINABLE IMPACT WE CAN HAVE.

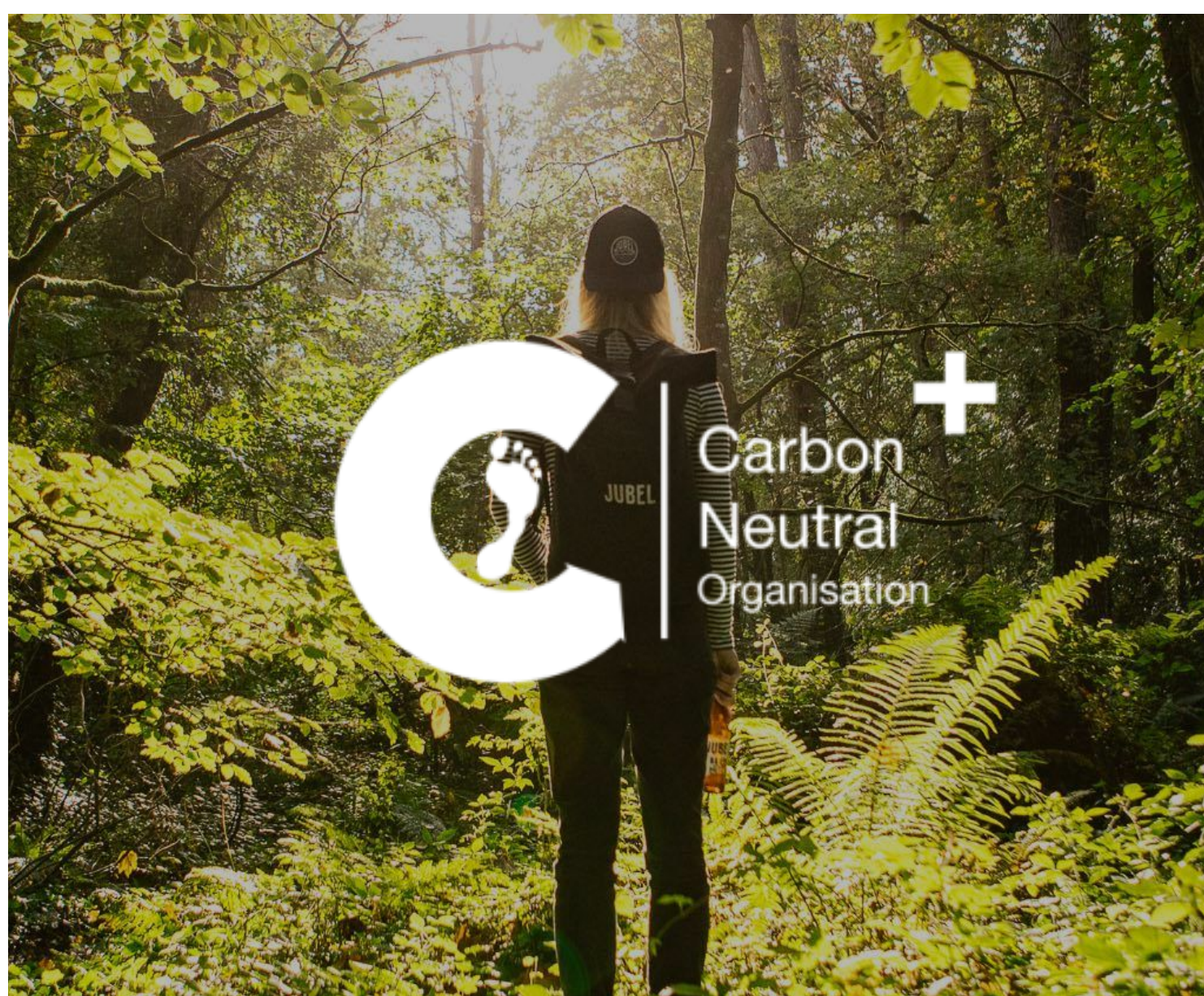


PLANET.



The first area we can have a sustainable impact is our planet, where we're working towards SDGs 13 and 15. We care about our planet and want to protect it through sustainable practices, but it's also important that we're held accountable for our actions through radical transparency.

CERTIFIED CARBON NEGATIVE BUSINESS.



WHERE WE ARE.

We completed a comprehensive Business Carbon Footprint Appraisal with Carbon Footprint Ltd. The appraisal was aligned to ISO14064-1, Greenhouse Gas (GHG) Protocol, and UK Government Guidelines for reporting GHG emissions - including all Scope 1, Scope 2 and significant Scope 3 emissions. The appraisal used data from our last financial year (ending 31st March 2020), and showed that we emitted 20.46 tonnes of CO₂ (see page 6).

We partnered with Carbon Footprint Ltd to certify that we offset two tonnes of CO₂ for every tonne that we emitted, and are proud to be a Certified Carbon Negative business. We've offset 42 tonnes of CO₂ via two projects.

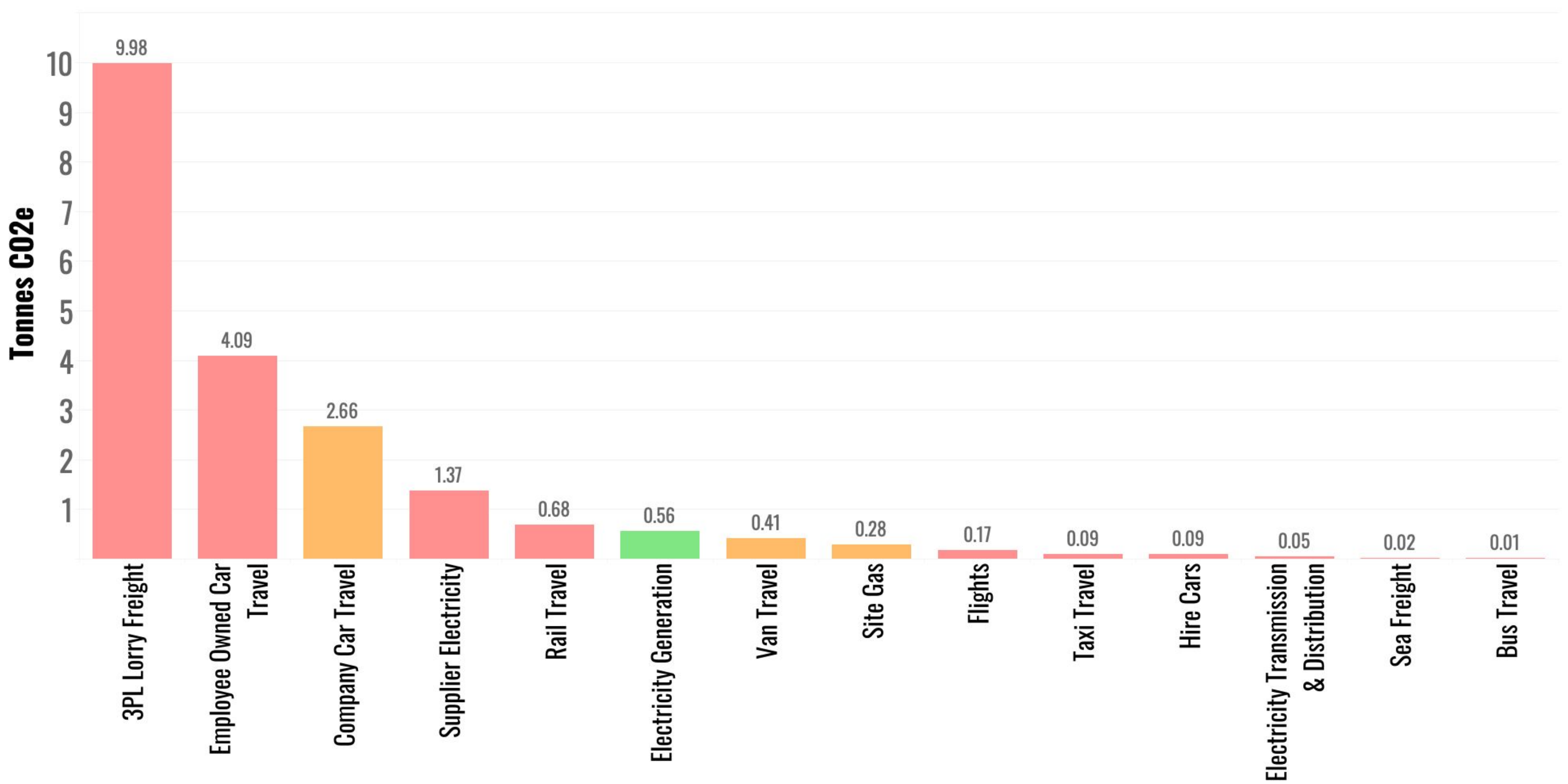
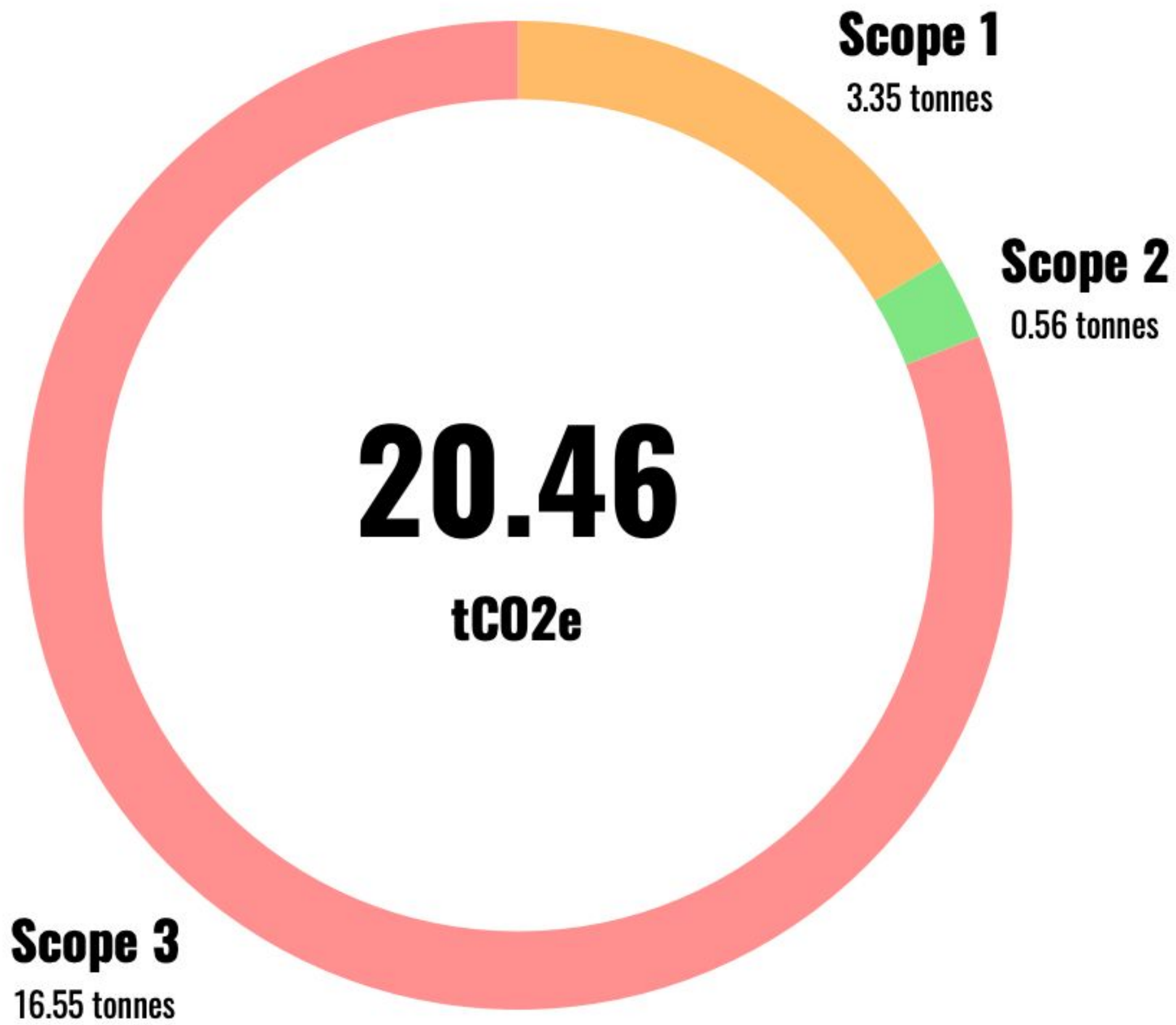
We've invested in a UK reforestation project at Whaddon Grove Farm in Surrey. However, we know that newly planted trees don't absorb carbon immediately (it can take 10-20 years before most trees mature) so we won't see the full benefits of this project for a few years.

In light of this and to ensure that we're actually offsetting the carbon that we need to, we've also partnered with an anti-deforestation project - the Portel-Pará REDD tree buddying scheme in the Amazon Rainforest. REDD stands for Reducing Emissions from Deforestation and forest Degradation, and the Portel-Pará project is working to prevent unplanned deforestation in native forests, which happens as a result of logging, squatting and attempts to implement pastures for farming.



PLANET.

EMISSIONS BY SCOPE AND ACTIVITY.



PLANET.

The Portel-Pará REDD scheme is projected to prevent over 22 million tonnes of greenhouse gas emissions over a 40 year period, and it will also play a crucial role in the conservation of local biodiversity by protecting the habitats of countless species of mammals, birds, reptiles, amphibians and fish.

This scheme is verified by the VCS (Verified Carbon Standard) who evaluate and guarantee the integrity of carbon offsetting projects, so we can be confident that we're actually offsetting each and every tonne of carbon that we say we are.

WHERE WE WANT TO BE.

Double offsetting our carbon emissions comes at a significant financial cost to our business and acts as an environmental tax we place on ourselves. We want to minimise our carbon emissions through continuous appraisal of our business and improvement projects, and we will continue to double offset our carbon emissions as we expand and grow.

SAVING BEER MILES AND SCOPE 3 EMISSIONS.

We optimised our pallet stacking format to increase the capacity of our pallets by 20%. Combined with our switch over to cans, this will reduce the number of filled pallets that we need to move each year by a minimum of 95 pallets (based on last year's volumes). That's the equivalent of **four full lorry loads of beer** - which is a lot of mileage and scope 3 emissions that we've cut out of our supply chain.

We already work with our customers to ensure that pallets full and continue to do so in order to maximise the efficiency of our distribution.



PLANET.

SUSTAINABILITY BRAND PARTNERSHIPS.



JUBEL x Gomi

Waste plastic is a persistent problem - it isn't biodegradable so it sticks around for life. We collected waste plastic from our pubs, and partnered with Gomi Design to turn it into a **limited edition range of recycled plastic tap handles**. These tap handles went back into our pubs to be used to fill pints of lager, not landfill.

JUBEL x Flexi-Hex

Plastic is also a real problem for packaging and used frequently for protection. We wanted to offer all of our Beer Club subscribers a free pair of JUBEL pint glasses, which would typically be sent in a plastic air sleeve. Instead, we partnered with Flexi-Hex to package these pint glasses in **100% plastic free packaging**.



JUBEL x Treeapp

Treeapp lets you plant a tree for free, every day. During National Tree Week in November, we funded the planting of one tree for every tee we sold. We also ran an internal competition and so far we've planted over 1000 trees and counting, which is the equivalent of offsetting the carbon from over **200 flights from London to Paris**.



PEOPLE.

8 DECENT WORK AND ECONOMIC GROWTH



The second area we can have a sustainable impact is our people, where we're working towards SDG 8. A business is just a group of people and we want to build a culture where people want to stay and grow, show commitment to our people to make them feel their true value, and partner with small businesses in our community to help support and grow them.

CULTURE.



There are three parts to our culture - values driven, high-performance, and freedom & responsibility. Last year we grew from 5 to 11 people and despite losing 50% of our revenue when the pandemic hit, we're really proud to have made it through 2020 without having to make any redundancies.

We introduced a new employee pension plan with environmental, social and governance (ESG) considerations - using a team of Global Responsible Investment professionals who help ensure that all of our employee pensions are invested in businesses that are driving positive change.

COMMITMENT.

We want our employees to think and act like owners, so we introduced an Employee Share Options Programme (ESOP) to give everyone an ownership stake reflective of their longevity and seniority. Four of our team completed their first year with us in the last 12 months and entered our ESOP, giving them an ownership stake.



9



PEOPLE.

COMMUNITY PARTNERSHIPS.

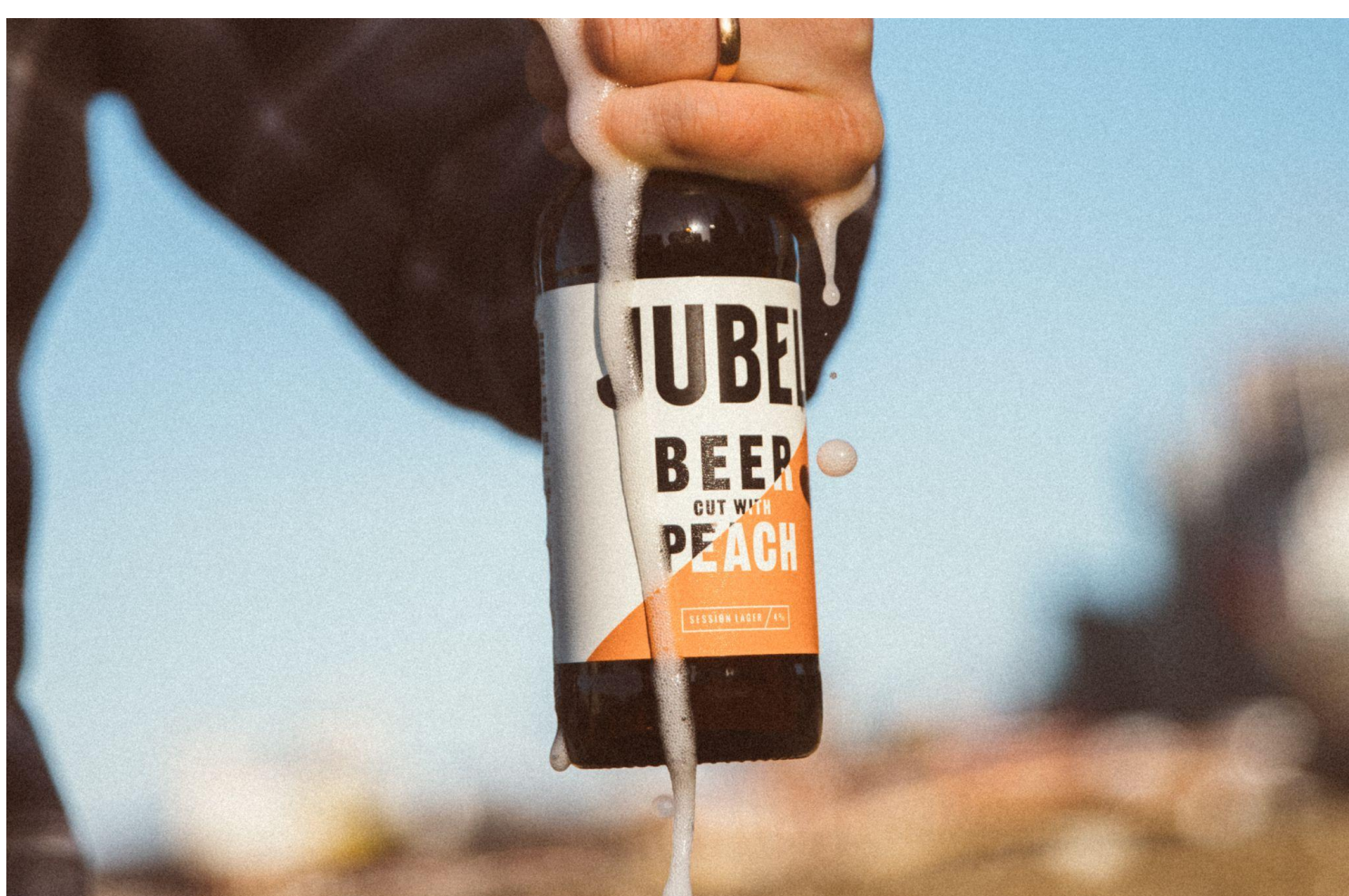


JUBEL x Clara Jonas

We teamed up with Cornish creative and surfer, Clara Jonas, on some sketches inspired by 70's California. We launched these designs on our first ever range of sustainably sourced tees, crews and backpacks, produced using recycled materials and 100% organic cotton, and printed at a small family business in South London.

JUBEL x Lois O'Hara

We rescued an old kiosk that was destined for the dump, repurposed it into a beauty of a beach bar, and teamed up with Brighton-based artist Lois O'Hara, who designed and hand painted the bar for us. Our repurposed beach bar lived on Perranporth Beach and poured thousands of pints for thirsty beach-goers all summer long.



JUBEL x The Ski Week

Unfortunately this Ski Festival scheduled for March 2020 got cancelled just as Covid hit. We didn't manage to recover the beer we'd sent to the Alps until September when the shelf life was getting very short. Instead of disposing of it, we rewarded our Beer Club members with over 200L of free lager that would have gone to waste.



PRODUCT.



The third area we can have a sustainable impact is our product, where we're working towards SDGs 12 and 15. We discovered a dangerously refreshing beer tradition in the Alps and it's what brought us here.

RAW MATERIALS SOURCING.



WHERE WE ARE.

Our key goal is to have complete Plant to Pint traceability for every beer we brew. We want people to know exactly what goes into every beer they drink and where it has come from.

All our malt and hops come from the UK. Our elderflower and grapefruit extracts are made in Herefordshire by steeping the fruit in ethanol to extract the flavour and aroma. Our organic elderflower is grown in Herefordshire and our grapefruit is from North America. We work closely with our extract supplier to source quality ingredients with a traceable supply-chain.

WHERE WE WANT TO BE.

Malt and hops are sourced via middle-men, who blend supply from farms all across the country. We want to work more closely with our suppliers to better understand the farms where our malt and hops are grown, to ensure that they have sustainable environmental and employment practices.

We're proud of the complete traceability we have on our elderflower, but we're actively working on our peach and grapefruit. Peaches have a high water density which makes peach extracts very hard to produce. We currently brew with a natural peach flavouring, but we are actively searching for a fresh peach extract supplier as natural flavours are typically untraceable. We know our grapefruit is from North America, but we're still working to get better traceability on the farms where it is grown to provide complete transparency and ensure we are only working with farms who have sustainable environmental and employment practices. We're also actively working to produce our fruit extracts using second-grade fruit to reduce food waste, without compromising on taste or quality.



PRODUCT.

BREWING.



WHERE WE ARE.

A lot of energy goes into building a brewery, so rather than building another under-utilised brewery, we contract brew our beer to use up spare capacity in existing breweries.

Last year we brewed with St Austell Brewery, who have solar panels on the roof which accounts for 24% of the total electricity consumption on site, and their spent grain from all production is sent to local farms to be reused as animal feed.

WHERE WE WANT TO BE.

The benefit of contract brewing is avoiding the emissions that we'd create from building a new brewery, but the drawback is when spare capacity is no longer available we need to find a new home. Unfortunately this happened in 2020 and St Austell Brewery ran out of capacity to brew our beer, so we have found a new home at Camerons Brewery. We are working with Camerons Brewery on sustainability projects to monitor, measure and reduce water usage in production, to use spent grain waste in anaerobic digestion to power the production of our packaging, and to capture CO₂ produced as a result of the fermentation process and reuse it to carbonate our beer.

PLASTIC FREE PUBS.

Our bottles and cans are all fully recyclable, and our 30L kegs are rented as part of a closed cycle - meaning they can be collected, rinsed and reused over and over again. This year we switched our bar badge design from an industry-standard plastic one to a lighter, more sustainable aluminium alternative. The old badges were also delivered in individual plastic bags so we've removed these too. This switch has **cut out over 50kg of single use plastic from our supply chain** in the last year.



PRODUCT.

PACKAGING.



WHERE WE ARE.

From crates and gift packs to retail boxes and Point of Sale assets, all of our cardboard is certified by the Forest Stewardship Council, which means it has been responsibly sourced from FSC certified forests. The wood, paper and other forest products we use are made with materials from well-managed forests, helping to prevent unsustainable deforestation. We also replaced plastic sellotape with kraft paper tape for all online orders, which has made our boxes 100% recyclable and has **removed 11km of single use plastic tape** from our supply chain in the last year.

WHERE WE WANT TO BE.

We are actively working on implementing a biodegradable replacement to pallet wrap in our contract brewery, which is a huge amount of single-use plastic that is currently being used in our supply-chain primarily because of complacency in our industry. We are also working on light-weighting projects to reduce the amount of packaging that is used within our supply-chain, and are currently switching our e-commerce boxes to an equally protective, but thinner cardboard that doesn't contain internal dividers to cut a huge amount of cardboard out of our supply-chain.

CAN CONVERSION.

Not only are cans more stashable than bottles - making them the ultimate companion for any Après adventure - but metal is infinitely recyclable, easier to recycle based on council regulations, and has a higher recycled material value than glass.



PRODUCT.



Filled cans are lighter than glass, with **one case weighing 28% less than an equivalent case of glass bottles**, which results in a significantly lower transportation footprint. A case of cans is also half the size - using less cardboard and enabling us to fit more cases on each pallet resulting in additional distribution efficiencies and reduced packaging use.

MINI KEG MOVEMENT.

The third lockdown meant we were left with a load of freshly brewed beer that could no longer go to pubs. Instead of letting the beer gather dust, we launched 5L Mini Kegs to get fresh draught beer directly onto people's doorsteps.

Our Mini Kegs are **Climate Neutral**, which means that the CO2 from producing each Mini Keg is offset with a verified climate protection project. The chosen project of our supplier is a hydroelectric power plant at Virunga National Park, DR Congo, which supplies 30,000 residents with cheap and clean electricity and works to counteract the illegal local coal trade.





WE'D LOVE TO HEAR FROM YOU.

Thank you for taking the time to read our first Impact Report. I'm stoked about what's to come in 2021. We submitted our B-Corp Business Impact Assessment in October 2020, and we hope to be able to announce our B-Corp certification soon. We've made strong progress on our Plant to Pint transparency in the last year and hope to have full transparency of all our raw materials this time next year. We're a small team who want to do things properly and build a business that has a sustainable impact. We want to make sure that what we do today is better than what we did yesterday. To help us do that, if you know ways we can improve please get in touch on apres@jubelbeer.com - we're all beers.

Jesse Wilson
Co-Founder

15

